

Claims: I claim:

1. A first means for blocking and revealing internet advertising comprising:
 - (a) a second means for placing an image or images of a blocking nature of sufficient size to substantially conceal an internet advertising space,
 - (b) a third means for using a selection method to choose and make the blocking image or images disappear and reveal said internet advertising,
 whereby a human can view and hear said internet advertising only if said human wants by using said selection method.
2. The internet of Claim 1, further including various existing internet networks, future generation internet networks, and internet networks with internet/television hybrids.
3. The selection method of Claim 1, further including methods like a mouse click method, a keyboard key or keys method, a touch-screen method, a stylus method, and a voice recognition method.
4. A device for superimposing a non-advertising illustration or non-advertising moving illustrations contiguously over an internet advertisement includes:
 - (a) providing a means for said non-advertising illustration or non-advertising moving illustrations of claim 2 to go into action and remove itself in an entertaining manner when selected by a person,
 - (b) so that said internet advertisement is exposed and able to convey its contents to said person,
 whereby said person, without taking any action, is shielded from said internet advertisement by said non-advertising illustration or non-advertising moving illustrations, and
 whereby said internet advertisement is shown only if said person wishes to by selecting said non-advertising illustration or non-advertising moving illustrations.

then interface Fig. 14A

- 112 antecedent
5. The internet of Claim 4, further including various existing internet networks, future generation internet networks, and internet networks with internet/television hybrids. 2
6. The selection method of Claim 4, further including methods like a mouse click method, a keyboard key or keys method, a touch-screen method, a stylus method, and a voice recognition method. 3

10022627 121701